

PRESENTING
**THE MOTION
PICTURE**

In its Relations and Possibilities

for

LABOR

and

HUMAN BETTERMENT

as suggested and formulated

in the program of the

Labor Film Service

INC.



31 UNION SQUARE

New York City

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General Secretary



THE MOTION PICTURE

Its Rise, Power, and Present Status

THE motion picture film today wields an influence equal to and, in many respects, greater than any other medium for spreading and controlling information. Its rise to this dominant power has been meteoric.

Every field of human endeavor is coming to use it in its program. Art, industry and education are making full application of the films to convey their particular messages. All the questions and problems of the day are finding their forums in the motion picture. Political tendencies of varying degrees all make their different appeals through the flickering films.

From day to day, from every standpoint of life, the possibilities of the motion picture are widening and its scope appears limitless.

PERVERTED AND PROSTITUTED USES

IN all this vast output of film productions, the intelligent and progressive mind is almost always repelled by the senseless presentation of the different aspects of present-day civilization. Invariably, deep-rooted prejudice and ingrained convention make of the motion picture an exhibition of disgusting nonsense.

Again and again the indefensible objects and predatory purposes of capitalism are sponsored and supported by motion pictures in a shamelessly biased manner. All the economic wrongs and political tyrannies which the Laborite, Liberal and Radical join hands in condemning and combatting, find unstinted praise and a shining halo in

One must admit the necessity of the
LABOR FILM SERVICE in times such
as these.

an unending series of film productions, manufactured and exploited by corporations completely controlled by capitalists who dictate and bring about these very forms of oppression.

UNPARALLELED OPPORTUNITY FOR PROPAGANDA

IN the field of journalism when capitalistic periodicals combine in an attack upon the progressive and radical elements of the country, Labor and its supporters can hit back to some degree. This medium, however, is becoming more and more restricted through the exercise of post-office authority.

But the motion picture medium which offers an unequalled method for propaganda still remains in undisputed control of the enemies of Labor, Liberalism and Radicalism. These three champions of the cause of humanity have for some unknown reason made no step thus far to utilize this tremendously effective weapon, even though the method for employing the motion picture medium is easily and quickly within the reach of Labor and its friends.

ATTITUDE OF SOVIET RUSSIA

STRANGE to comment, the importance of the motion picture film in these respects was almost instantly seen by the present government of Russia. In their campaign to win and hold the masses of Russian people to their program, they are successfully using the motion picture to the utmost.

Existing conditions in this country make a similar use of the film for purposes of propaganda imperative. Newspapers and periodicals are being shut from the mails and at best they are a slow means of conveying the truth of things because of limited circulation.

The possibilities of a LABOR FILM SERVICE backed by the labor, liberal and radical elements are tremendously self-evident!

BIRTH OF THE LABOR FILM SERVICE

A GROUP of qualified people recognizing the exigencies of this situation and seeing clearly the opportunities of the film to promote the social advancement of humanity, have organized the **Labor Film Service, Inc.**, to produce motion pictures solely for the cause of Labor and in the interests of the highest standards of Literature and Art.

In this group there are many nationally-prominent names well-known to every worker in the field of human progress. (Some of their endorsements of the **Labor Film Service, Inc.**, will be found on the back of this folder.)

OUR PLANS

THE following tentative program of productions has been drawn up subject to expansion, according to special demands and changing conditions.

I. GOOD AND WELFARE FILMS

WE are planning to produce a series of short subjects — Industrial Films — showing the work and growth of the several unions, liberal organizations, non-partisan leagues, charitable, benevolent and all other institutions reflecting in some way the general progress of institutions and organizations who are trying to ameliorate the condition of mankind.

These subjects will be studied and planned by an expert staff and a scenario written upon the basis of collaborative effort. This scenario with an estimate of the cost of producing the finished motion picture will be submitted to the proper organization for their decision.

If suitable financial arrangements can be made with the organization to produce the film—the latter paying the full cost of production which

The **LABOR FILM SERVICE** will render a stimulus to the spread of new ideas that will be quickly felt throughout the country.

will be nominal—the completed film will be distributed so as to obtain a wide showing for the Good and Welfare Films in theatres, colleges, unions, churches, etc.

II. THE ANIMATED LABOR REVIEW

A REGULAR release of short subjects—news reels composed of scenics, travelogues, pictorials, animated cartoons portraying the worker's life in the mines, in the slums, on the farms, on the railroads, on the picket line, etc. (These films are to be released direct to the exhibitor or Labor Forum from our own offices or exchanges or sold to the news weeklies to be distributed by them.)

III. THE LECTURE LYCEUM

IT will be the aim of this Bureau to co-operate with the several Labor and Radical Forums in the country, furnish them with complete data for their lectures and secure for them the necessary films or slides to illustrate same.

IV. THE LABOR AND RECONSTRUCTION FILM SERIES

UNDER this head will come a regular release of feature-plays, interesting dramas dealing with life as it is based upon the writings of iconoclasts and aiming to stimulate interest along sociological, literary and artistic lines, thus laying the foundation for a great cultural work.

METHOD OF EXECUTION AND CONTROL

WE are organizing an executive staff consisting of trained and expert workers in all departments of motion picture planning, production and distribution. The activities of this organization will be governed by the judgment of an Advisory Council drawn from the leaders of the Labor, Liberal and Radical movements.

The LABOR FILM SERVICE will secure nation-wide publicity in the most effective form for the cause of Labor and its allies.

CAPITALIZATION

\$50,000 to be subscribed for in shares of \$10 each.

THE Labor Film Service is a corporation of New York State with an authorized capital of \$50,000. The advisability of increasing the capital will be considered at the first semi-annual meeting of the shareholders.

There will be no majority shareholders controlling the corporation inasmuch as an individual holding is limited to \$1,000.

The Labor Film Service has been organized primarily to serve the supreme ideal of helping human progress through the effective utilization of the motion picture. But it cannot be gainsaid that some profits will accrue, which will take the form of regularly declared dividends or be turned back into the sinking fund, depending on the decision of the shareholders.

SUMMARY

THE Labor Film Service feels that every far-sighted man and woman who has the interests of humanity at heart will want to see our plans rapidly become an actuality.

Their co-operation is invited and welcome whether it takes the form of a stock subscription or active support in promoting our moral objects.

We want to have as many people actually interested as possible in the service of Labor Films so that they may become a crusading legion in the army of Human Betterment.

* *ERROR: This paragraph should read:*

THE Labor Film Service is a corporation of New York State with an authorized capital of \$50,000 to be subscribed for in shares of \$10 each.

Fifty million Americans attend the movies every week. The LABOR FILM SERVICE will reach them in behalf of LABOR

SCOTT NEARING,

Famous Socialist Speaker and Noted Economist:

"My attention has been called to the fact that the **Labor Film Service** is planning to supply the American Labor Movement with motion pictures which aim to increase the solidarity of the workers. I am very glad to hear of your venture.

"It is said that fifty million Americans attend movie shows each week. If that is so it is vitally important for the labor movement to have them watching films that speak the message of industrial self-government and economic freedom. I wish you every success."

DR. NORMAN THOMAS,

Editor of "The World To-Morrow:"

"The big interests can add motion pictures to the newspapers as a means of controlling the public mind. It would seem from this that just as truly as labor needs its own press it needs its own film service.

"I am much interested in your labor film service. I believe you ought to rally to you strong support from labor circles and from those liberals who realize the seriousness of the present situation.

"I for one heartily endorse your idea and trust you will be able to make it wholly successful."

DR. JUDAH L. MAGNES,

Renowned Liberal Leader.

"Replying to your letter of May 21, permit me to say that your idea of using motion pictures in the advancement of labor's interests appears to me to be a very sound one. Kindly accept my best wishes for the success of your venture."

LOUIS WALDMAN,

Famous Socialist New York Assemblyman

"The screen in the hands of labor would be a powerful weapon for the propaganda of labor's ideals. More people are reached through the movies than through any other intelligence-spreading agency. Labor should use the movies just as its opponent capital has been using them."

LOUIS GARDY,

**Dramatic and Motion Picture Editor of the
New York Call.**

in a recent article shows the many instances in which a socially intelligent theatregoer is nearly always insulted by the present film output.

He emphatically avers that the working class cannot expect unbiased social films from the movie magnates for the obvious reason that they are capitalists themselves and he points the necessity of a Labor Film Service by declaring:

"The majority of movie fans who have ever given the problem thought ask but one thing—an unbiased film discussion of social problems. They do not ask the producers to become protagonists of unionism or Socialism; that would be asking for something which the producers could not deliver. Just as they have not asked the press of the nation to boost labor, but that the press be fair and honest, so they ask the same of the movie magnates. WILL THEY EVER GET IT?"

—N. Y. Call, May 2, 1920.

The implied answer is of course "NO!" but the aim of the **LABOR FILM SERVICE** is to change that negative into an emphatic "YES!" with the help of all socially-minded men and women.

Following fast on the publication of this article was the appointment of Mr. Gardy by the Socialist Party of America to investigate and report on the possibilities of the motion picture as a medium for propaganda.

There is no doubt judging from the published attitude of Mr. Gardy that his report will be most favorable to the idea which consequently means film-production contracts for companies dedicated to the interests of labor and social advancement.